





**FEATURES** 

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## ON THE COVER

Ruffin '80 and Erlene '79 McNeill are quickly adjusting to life in Greenville again.

EC Alumni, the magazine of the East Carolina Alumni Association, takes a closer look at the accomplishments of our alumni, bringing you engaging feature articles highlighting their success. EC Alumni also features news from around campus, updates from University Advancement, career advice, how alumni and friends can support ECU's legislative initiatives, and a look back at the University's treasured history.





I want to thank the East Carolina Alumni Association members for giving me the opportunity to serve as chair of the East Carolina Alumni Association Board of Directors. Throughout the year I have had many opportunities to meet and talk with passionate Pirates and Pirates-at-heart, and those experiences have elevated my own pride in our institution and its alumni and friends. It is indeed a great time to be a Pirate!

Working with our Board of Directors over the past six years, I have had the privilege of being surrounded by some of ECU's most loyal and dedicated alumni. It is to these individuals that I give my greatest thanks for

their tireless efforts, abundance of time, and unwavering vision for our Alumni Association's future.

During my year as chair, I have seen hundreds return to East Carolina for Alumni Tailgates, Homecoming festivities, milestone reunions, events honoring alumni award recipients, and for scholarship events. Alumni across the Pirate Nation have gathered to enjoy social functions, to cheer on the Pirates at athletic events, and to network for career advancement. Alumni across the country also volunteered countless hours to serve their communities during Service Month and live the University's motto Servire, meaning, "to serve."

With each passing year, East Carolina continues to prove herself as a leader in higher education excellence. ECU's distance education program is the 12th largest in the United States and leads the University of North Carolina system in distance learning enrollment. Our College of Education prepares more teachers for North Carolina schools than any other university. The Brody School of Medicine is ranked sixth in the nation among medical schools emphasizing primary care and ninth in rural medicine. Soon, our School of Dental Medicine will prepare accredited dental health professionals to practice in North Carolina and across the country.

As my time as chair draws to a close, I reflect on the last year with a grateful heart for the opportunity to serve my alma mater. As Dr. Leo Jenkins did, I encourage you to answer the call of East Carolina whenever, and wherever you can serve. Become a member of the Alumni Association, volunteer on a University board or committee, and always share your Pirate Pride! It is a great time to be a Pirate!

GO PIRATES!!!

Ernest Logemann '68 Chair, 2009-2010

East Carolina Alumni Association



The mission of the East Carolina Alumni Association is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the University.

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## Welcome freshmen at a summer outing

Each summer the Alumni Association hosts Freshmen Sendoffs, summer outings held in local parks, popular restaurants, or alumni homes, to "send" incoming ECU freshmen on their way and wish them well. These events are terrific opportunities for alumni in the area to make a connection with students and new Pirate families, and share about their ECU experience. Freshmen Sendoffs will take place in the following locations:

- \*Norfolk, VA on June 27
- Powhatan, VA on June 28
- Wilmington, NC on July 12
- Fayetteville, NC on July 17
- Clemmons, NC on July 29
- Charlotte, NC on July 30
- Princeton, NJ on July 31
- Raleigh, NC on July 31
- Cherry Hill, NJ on August I
- Morehead City, NC on August 2
- Arlington, VA on August 8

Freshmen Sendoffs are free for incoming freshmen and children 12 and under, and \$15.00 per person for other attendees. For more details and to register, visit PirateAlumni. com/freshmensendoffs or call the Alumni Association at 800-ECU-GRAD.

\*Norfolk, VA attendees, please view the Freshmen Sendoff information online for a special offer.

## Five graduates receive Robert H. Wright **Leadership Award**

The Robert H. Wright Alumni Leadership Award is the most prestigious award given to graduating seniors at spring commencement exercises. The award recognizes academic achievement at East Carolina, service (both to the University and the community), and leadership qualities (both potential and exhibited). The 2010 recipients exemplify those special characteristics that causes them to be recognized as those who will make a positive difference in their respective professions and communities. In addition to other accomplishments, this year's recipients had an overall academic average of 3.86. The 2010 Robert H. Wright Alumni Leadership Award recipients are:

- Daniel Landon Allen, a biology and chemistry major with a minor in business administration from Wake Forest, NC
- Brooke Jacinda Barton, a health services management major with a minor in business from Lake Toxaway, NC
- Kyle Shane Bowen, an industrial distribution and logistics major with a minor in business from Chesapeake, VA • Jason Lewis Morton, a music education
- major from Jacksonville, NC
- Nina Fay Rose, a public relations and journalism major from Charlotte, NC

To read more about these accomplished students and their future plans, visit PirateAlumni.com/2010WrightRecipients.



The 2010 Robert H. Wright Leadership Award recipients at commencement. From left to right: Nina Fay Rose, Jason Lewis Morton, Kyle Shane Bowen, Brooke Jacinda Barton, and Daniel Landon Allen.



## **Get ready for Alumni Tailgate**

Football season is just around the corner and that means it's time to tailgate! Leave your grill at home and join the Alumni Association's family-friendly Alumni Tailgate for great food, Pirate beverages, live entertainment, activities for children, and terrific ECU door prizes. Alumni Tailgate is \$10.00 per person for Alumni Association members and \$20.00 per person for non-members. Children 12 and under are free of charge. Alumni Tailgate begins two-and-a-half hours prior to kickoff and is held outside Gate I of Minges Coliseum at ECU's Athletic Complex.

Alumni Tailgate tickets go on sale to Alumni Association members on July 12. If tickets are still available, nonmembers can purchase Alumni Tailgate tickets beginning August I. If you are not a member of the Alumni Association, join today to take advantage of member pricing on Alumni Tailgate. Visit PirateAlumni.com/jointoday or call the



Memphis vs. ECU Music by Randal Hight '79 Sponsored by:



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Thank you to our generous Alumni Tailgate sponsors: East Carolina Bank, Liberty Mutual, Minges Bottling Group, & Tent Rentals, RA Jeffreys Distributing, and WITN.

Join the Alumni Association and the Pirate Club when the Gridiron Pirates go on the road. Away game tailgates are \$25.00 per person and include great food, Stephanie.Bunns@PirateAlumni.com.

Pirate beverages, and door prizes. Children 12 and under are free.

## Away Game Tailgates

- FL at the visitor tailgate area next to Jay Bergman Baseball Complex, catered by ARAMARK
- ECU vs. Rice: November 20 in Houston, TX at "Tailgate Owley," east of Rice Stadium, catered by Skeeter's Mesquite Grill

## **Watch the Gridiron Pirates** on the big screen

Can't make it to Greenville for the big game? Then join fellow alumni and Pirates fans this fall at your favorite watering hole for a viewing party. When the Pirates' games are televised, enthusiastic fans love Inc., Mutual Distributing, Occasions Party to gather together to cheer the team to victory. Watch for details about viewing parties in your area through e-mail and on regional Facebook pages. If you are interested in planning a viewing party in your area, e-mail Stephanie Bunn at

## Support the Alumni Association's scholarship program

• ECU vs. UCF: October 30 in Orlando, There are many ways you can support the Alumni Association's scholarship program. Thanks to the generosity of alumni and friends, as well as area and regional businesses, the Alumni Association has awarded more than 100 scholarships over the past five years. Here are a few ways you can support the scholarship program:

- Do you have a service or item that would do well at auction? Items are currently being collected for the Pirate's Bounty Scholarship Auction, which will be held at the Hilton Greenville on Thursday, October 14. Those who contribute an auction item will receive two complimentary auction tickets and listing in the program.
- Spend a day on the links with fellow Pirates on Friday, October 15 at the ECU Alumni Scholarship Classic at Ironwood Golf and Country Club. Gather a team of four and play a round for student scholarships.

## **ALUMNI ASSOCIATION BOARD OF DIRECTORS**



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• Sponsorship opportunities are available for the auction and golf tournament. Get vour business name in front of ECU alumni and friends.

These scholarship events take place to the Thursday and Friday before ECU's in game against in-state rival N.C. State. challenging Come to Greenville early to participate economy and make a difference in a student's life! Contact Assistant Director for market. Alumni Programs Emily Adkins at Emily.Adkins@PirateAlumni.com the auction, play in the golf tournament, or become a sponsor.

## Learn series

The Alumni Association is proud to offer a new series called Lunch and Learn for alumni and friends of East Carolina who are interested in networking, excelling in their careers, and having unique learning experiences. Lunch and Learn programs session? E-mail Assistant Director for will be offered in a number of cities and Alumni Programs Stephanie Bunn at featured guests will include career experts, Stephanie.Bunn@PirateAlumni.com.

among others. The Lunch and Learn series will offer tools and techniques that

will enable attendees

thrive today's

TAP INTO THE POWER OF THE PIRATE ALUMNI NETWORK.

Join alumni and friends at Winston's Grille in Raleigh, NC on Wednesday, June 800-ECU-GRAD by July 31 to donate to 23, where two career experts will discuss methods to build your network over lunch. Attendees will have an opportunity to distribute business cards and Alumni Take part in our Lunch and Association members could win an ECU door prize. Registration is \$10.00 for Alumni Association members and \$15.00 for non-members, which includes lunch. Visit the "Upcoming Events" tab on PirateAlumni.com or call 800-ECU-GRAD to register.

Have a topic idea for a Lunch and Learn

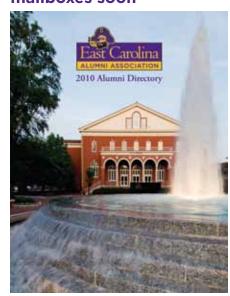
## alumni entrepreneurs, and industry leaders, Save the Dates for exciting fall events at ECU

Fall is a great time to come home to East Carolina and Greenville! Mark your calendar now and make plans to attend the following events this fall:

- Thursday, October I4 Pirate's Bounty Scholarship Auction Hilton Greenville
- Friday, October 15 ECU Alumni Scholarship Classic Ironwood Golf and Country Club
- Thursday, October 21 1960 Golden Alumni Dinner
- Friday, October 22 Alumni Awards Ceremony and Dinner Hilton Greenville
- Friday, October 22-Saturday, October 23 Homecoming
- Saturday, October 23
- Black Alumni Chapter Breakfast
- Saturday, October 23 Dinner and Dance featuring The Collegians

Look for complete details in the fall issues of EC Alumni and East magazines.

## **Alumni Directory in** mailboxes soon



The 2010 East Carolina University Alumni Directory is on it's way! For those alumni that ordered a copy of the book, they will be mailed the middle of June.

## **Looking for a lost** classmate?

Has it been years since you've spoken with your college roommate? Perhaps you've wondered what ever happened to that old boyfriend or girlfriend? Or maybe you'd just like to catch up with all of your classmates from college. It's easy to find lost classmates on PirateAlumni.com, the Alumni Association's Web site, where you can become a registered user to search for past friends, dorm mates, fellow members of clubs and organizations, athletic and intramural teammates, and class pals, PirateAlumni.com is a useful tool that can keep you connected with fellow Pirates and your alma mater.

Visit PirateAlumni.com and click "First Time Login" at the top of the page and answer a few quick questions to get started. The third screen asks for your Constituent ID which can be found on your alumni membership card or next to your name on the address panel of this issue of EC Alumni.) Within minutes you'll be well on your way to reconnecting with ECU friends and sharing fond memories of college days.

## **Take a Pirate Voyage**

Pirate Voyages, The East Carolina Alumni Association's travel program, provides opportunities for alumni to cultivate their passion for learning through travel. We hope that your experience with Pirate Voyages provides a valuable service and an occasion for you to connect with fellow Pirate alumni, to reconnect with the resources available at ECU, and to enrich your understanding of those who share our world.

The Alumni Association has partnered with Go Next to offer opportunities to travel the world with fellow Pirates at affordable rates. The professionals at Go Next have chosen destinations and itineraries based on years of travel experience and are experts at handling every detail of your Pirate Voyage. Upcoming Pirate Voyages include:

### Ireland: Dublin and Kilarney September 17-25, 2010

Visit the Emerald Isle to enjoy four nights in Killarney at the four-star Killarney Plaza Hotel and Spa or similar and three nights in Dublin at the four-star O'Callaghan Davenport Hotel or similar. This trip includes city sightseeing in Dublin, a tour of Muckross House and Gardens in Killarney, and scenic transfer between both cities.

### Mayan Mystique Luxury Cruise March 9-19, 2011

This 10-day cruise includes stops in Grand Caymen, Cozumel, Belize, Guatemala, Honduras, Costa Maya, Key West, and Miami. Explore historic ruins, enjoy breathtaking turquoise water, and miles of white sand beaches on this Pirate Voyage.

### Mediterranean Inspiration Oceania Cruises (Venice and Rome) June 2-13, 2011

Step back in time on this I I-day adventure for cruising the fabled Mediterranean and touring fabulous European cities. Stops include Venice, Dubrovnik, Kotor, Corfu, Sicily, Amalfi/Positano, Florence/Pisa, Cinque Terre, Monte Carlo, and Rome.

Alumni Association members can take advantage of special members exclusive benefits for these excursions. Visit online at PirateAlumni.com/piratevoyages for more details on each Pirate Voyage and to download vacation brochures.

## Why Wait When Your Future is Ready to Bloom?

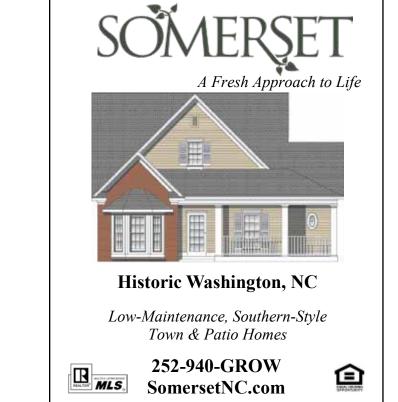
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## Higher Education and Eastern North Carolina

The transformation of eastern North Carolina depends in large part on excellence in health services, more small businesses, and a better trained workforce that prepares workers for tomorrow's jobs. Workforce needs certainly include better teachers, more nurses, qualified engineers, health professionals, and a broad range of business and technical skills. East Carolina University has built our entire mission Sciences can only come by reducing around these service-oriented functions for our faculty lines and, therefore, the east—it is both our mission and our necessitating fewer admissions; including soul. Unfortunately, the additional state in programs where virtually all graduates budget cuts that may be proposed for the go immediately to well-paying jobs in inability to compete.

There is no doubt that East Carolina million newly insured Americans. University, along with the entire UNC system, has done its part to address the our commitment to our students and to state budget crisis. While the system programs essential to North Carolina will accounts for 13 percent of the General remain strong. We continue to lead the Fund appropriations, it has contributed 29 state in teacher preparation and in research percent of the budget reversions imposed to improve the quality of new teachers. across state government this fiscal year. As The College of Allied Health Sciences is a result, the total cuts across all campuses a "nearly perfect" workforce preparation totaled \$300 million. At ECU, we will lose program, and new or expanded programs in excess of \$90 million over three years if in sustainable tourism, engineering, and higher education budget cuts continue to construction management are just a few of increase. These cuts come after dramatic many examples of academic programs of and unprecedented cuts to administrative both excellence and utility. We are better positions and, at East Carolina, millions off than many sectors of society and we of dollars of efficiency improvements. want the legislature to help us maintain East Carolina cannot continue to bear this success. No public university does a disproportionate share of the budget more than ECU does to serve populations shortfall and at the same time maintain the that are historically underserved, and we academic quality of our institution. If this are expanding that commitment with a happens, a major economic engine for the unique dental school that will place its East will be permanently damaged.

over 90 percent of our budget cuts from opportunities for our students. We have legislature. We live in a knowledge-based, made all of the service and administrative technology-driven economy. A strong cuts we can; further losses will come system of higher education is essential directly from the academic core. Impacts to compete in this global economy; could potentially include:

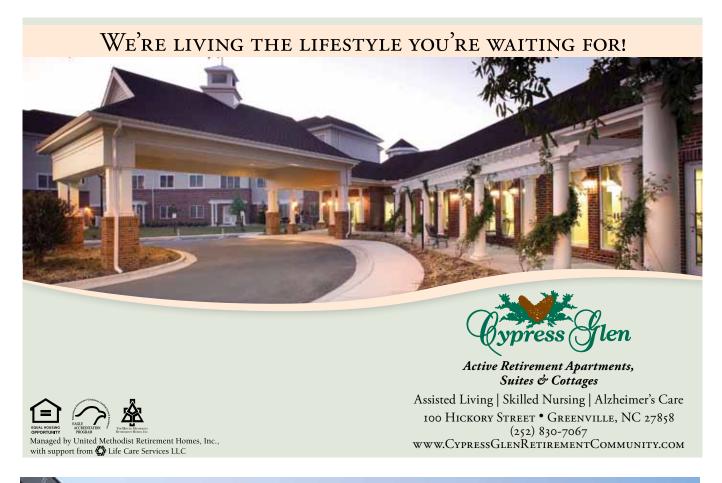
- The loss of 100 positions, half of them faculty:
- Larger classrooms, fewer classes, and therefore reduced graduation and retention rates for our students;

- We will be less competitive in key science, professional, and business programs. Excellent faculty will leave.
- We will be forced to slow or stop the growth of programs in economic development and workforce training that are vital to the East.

Further reductions in the Health second year of the state biennium will do hospitals, in speech communication, and in immediate damage to our academic core nursing. This occurs at a time when health and lead us toward mediocrity and the care reform mandates more family doctors and better primary medical care for 32

Even under these worst-case scenarios, fourth year students in clinics throughout For the past two years, ECU has taken the state in the areas of greatest need.

We will come through these difficult "non-academic" areas in order to preserve times even better if our cuts are minimized the quality of our classrooms and the and the academic core is protected by the fortunately, North Carolina has steadily and systematically built a university system envied across the nation. Let's work together to maintain our national leadership in this vital element of our





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## Women's PROFIL

Deborah Davis '79, '83

Leadership is one of the most important lessons that Deborah Davis '79, '83 learned at East Carolina University, and she hopes to pass that on to the next generation through her involvement with the Women's Roundtable.

"[ECU] produces well rounded individuals who not only appreciate their education, but understand that they have a responsibility to help pave the path for others," Davis said. "It is molding the leaders of the future for our communities."

Women's Roundtable board member Davis graduated from ECU's School of Business in 1979 with a B.S. in business administration and a master's degree in business administration in 1983. She worked at Pitt County Memorial Hospital



ECU Women's Roundtable Board member Deborah Davis '79, '83 is grateful to ECU for providing a quality education to students in eastern North Carolina, including she and her

for 32 years, taking the hospital through a period of unprecedented growth. During her tenure, PCMH earned Magnet recognition for nursing excellence from the American Nurses Credentialing Center, and was recognized by Working Mother magazine as one of the top 100 workplaces in the nation for working moms.

Through the Women's Roundtable, Davis is helping to ensure that ECU students can focus on getting an education instead of worrying about how they will pay for college. Gifts to the Women's Roundtable support the University's Access Scholarship program, which provides scholarships to ECU students who demonstrate both financial need and proven academic potential.

"When we were growing up, there wasn't much opportunity to go to college," Davis said of her and her husband, Randy '84, who both grew up in eastern North Carolina. "ECU gave us both a chance to get a college education, and we've always felt a responsibility to give back."

Now the chief operating officer at MCV Hospitals and Virginia Commonwealth University Medical Center, Davis appreciates the Women's Roundtable on developing female leadership for our University.

"The Women's Roundtable is one of the first times that the University has reached out to women alumnae," she said. "It is the perfect opportunity to get women leaders involved in the role they can play in the leadership of ECU and the future of the University."



## THE ECU INCREDIBLE WOMEN SERIES: **INVESTING FOR THE FUTURE**

Strategies for Sound Financial Management

THURSDAY, OCTOBER 14, 2010 **GREENVILLE CONVENTION CENTER** GREENVILLE, NC

This event will feature keynote speaker Jean Chatzky, best-selling author and financial editor of NBC's Today, nationally-known humorist Jeannie Robertson, BB&T CEO Kelly King, interesting and educational break-out sessions, and recognition of five women as Incredible ECU Women. Please make plans to join us. Follow the Women's Roundtable at East Carolina University on our Web site at www.ecu.edu/womensroundtable or on Facebook.

## Raabs bring cancer care to eastern North Carolina

It is an even bet that anyone who has had cancer or whose family or friends have been touched by cancer knows Dr. Mary Raab, one of eastern North Carolina's true leaders. As one of the first medical oncologists in eastern North Carolina, Raab has earned a strong reputation for



Dr. Mary Raab was a pioneer in establishing an oncology division at Pitt County Memorial Hospital in the late 1970s. Now her focus is on enhancing the Leo W. Jenkins Cancer Center.

cancer care and the close relationships she develops with her patients.

"I have never met any person that I would put in the same arena as Mary Raab," said Beverly Cratch, patient care coordinator for radiation oncology at the Leo W. Jenkins Cancer Center and Raab's friend and former co-worker; Raab treated Cratch's late husband. "She really knows with such intimacy each of the patients and she really projects 'what can we do for them basically we were on call every weekend to boost their self esteem, make them feel more confident.' She never veers from that set of ethics. Where she finds her physical, emotional, spiritual energy, I wish I knew because it's like the fountain of youth."

Known as a caring, skilled medical oncologist and a strong advocate for her patients, Raab's impact on the community has continued for more than 30 years. Raab and her late husband, Dr. Spencer Raab, came to Greenville in 1977 as the area's first multidisciplinary approach to cancer medical oncologists. Spencer Raab led the ECU School of Medicine's first Division of Hematology/Oncology until his death from cancer in 1993.

Their arrival in Greenville in the late 1970s heralded a new era in cancer care and health care in general in eastern North Carolina. Before the Raabs moved to Greenville, cancer patients in eastern North Carolina had to travel hours to places such as Durham, Chapel Hill, or even Winston-Salem, NC, for cancer treatment. Very soon after their arrival, the Drs. Raab realized how much eastern North Carolina needed them.

"It didn't take six months before we were totally overwhelmed," Raab said. "There were just two of us and so and practically every night and it was very challenging to say the least. We became very busy and had more work than the two of us could do, very quickly, which opened our eyes to the fact that there really was a significant need here for that kind of care."

To address that need, Mary and Spencer Raab played a pivotal role in the development of Leo W. Jenkins Cancer Center, which now provides a care featuring state-of-the-art therapies, compassionate care, expert second opinions, support services, nutrition counseling, holistic care, and clinical trials to more than 46,000 patients annually from eastern North Carolina and beyond.

continued on page 10

## **Campaign Update**

Support of colleges, schools, departments, centers, and institutes	\$45,020,642
Distinguished professorships and lectureships	\$11,135,045
Scholarships	\$21,180,313
Research, education, and outreach (Corporate / Foundation grants)	\$33,967,000
Capital projects	\$5,200,000
Total academic program support	\$116,503,000
Athletics (scholarships, endowments, facilities)	\$54,375,000
CAMPAIGN TOTAL (as of 3/31/2010)	\$170,878,000



## Raabs bring cancer care to eastern North Carolina

continued from page 9

"[The Leo Jenkins Cancer Center] draw[s] from 27 counties east of I-95," Raab said. "We're the center of care and a lot of the complex or challenging patients are usually referred here. And that's how it's supposed to be. That's what we're here for. We're here to help the surrounding communities become better at what they do. We're a resource."

In honor of the Raab's impact and legacy, their friends, colleagues, and grateful patients have created the Drs. Mary and Spencer Raab Distinguished have a clinical trial, can I send a patient,' and then we could send that patient back to him. That's what I would like to see, that it could become the academic resource of the East."

But she also sees more immediate needs for the cancer center.

"We're very short on space. Everybody recognizes the facility needs a whole new face lift and update. I hope that by raising the awareness of the cancer center and what it means to this community with regards to its health care, will help people

"We're the center of care and a lot of the complex or challenging patients are usually referred here. And that's how it's supposed to be. That's what we're here for. We're here to help the surrounding communities become better at what they do. We're a resource."

Professorship in Medical Oncology to benefit the Leo Jenkins Cancer Center and help the Brody School of Medicine to recruit and retain high caliber faculty and physicians. Mary Raab has also made a planned gift to support the Leo Jenkins Cancer Center after her death.

"I see this professorship as a link in the chain, so to speak," Raab said. "We all can do our part and this is one of the parts that I would like to do because I really think it will help us to become a better academic center."

"I learned early in my working relationship with Mary," said Murrell McLeod, chair of the Friends of Leo W. Jenkins Cancer Center, "never, never stand between Dr. Mary and her objective."

Her objective now is to see her vision for the Leo Jenkins Cancer Center realized.

"I see the role of the Leo Jenkins Cancer Center as an academic resource for cancer care in eastern North Carolina, and not only for patients, but for physicians as well," Raab said. "If a physician in Goldsboro has a patient that he's not quite sure what to do with, I'd like to know that he feels comfortable picking up that phone and saying, 'what do you guys have to offer, what do you think about this, do you

see that we need to support it in any

way possible." Contributions are still being accepted for the Raab Distinguished Professorship, and community support is vital. Gifts to the Raab Distinguished Professorship also will help East Carolina reach the \$200 million goal for its Second Century Campaign, an ambitious plan for the future of our University. Private contributions to the Second Century Campaign and the Raab Professorship will truly make a difference in the lives of ECU's students, faculty, and staff, as well as hundreds of people

in eastern North Carolina and beyond that will be treated at the Leo Jenkins Cancer Center.

"More than 30 years ago, Mary and Spencer Raab moved their family to eastern North Carolina to establish a state of the art oncology service at a fledgling medical center," said Dr. Michael Weaver, a former colleague. "Through their tireless efforts success was achieved, benefiting thousands of patients and their families who have experienced the warmth, love, concern, and impeccable care the Raabs have provided. It is incumbent upon us to support the continuation of this benefit for future generations by helping endow the Raab Chair of Medical Oncology at the Brody School of Medicine."

For more information about making a planned gift to ECU or how to support the Raab Professorship, the Leo Jenkins Cancer Center, or the ECU Medical & Health Sciences Foundation, please contact Greg Abeyounis at 252-328-9573 or abeyounis@@ecu.edu.



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## Wachovia Wells Fargo Foundation continues its support of Wachovia Partnership East

In March 2010, the Wachovia Wells Fargo Foundation made another gift to ECU's Second Century Campaign, the College of Education, and the program that bears its name, Wachovia Partnership East. This \$100,000 contribution brings their total support of Wachovia Partnership East to more than \$1.4 million since 2005.

"At Wachovia, a Wells Fargo Company, one of our primary focus areas is supporting educational programs aimed at boosting student achievement," said Juan Austin, senior vice president, Carolinas Community Affairs. "We know that well trained and seasoned teachers are at the forefront to the success of a high quality education. Our support of Wachovia Partnership East aligns with our goal to help local school systems recruit and retain talented teachers and help them develop leadership qualities that will enhance their schools and communities where they live and work. In 2009, the Wachovia Wells Fargo Foundation made grants totaling nearly \$16 million—one-third of its total grants—to support education in the Carolinas. In addition, the Foundation contributed more than \$400,000 to match Carolinas team members' personal contributions to schools as part of our education-matching program. "

Wachovia Partnership East joins university and community college resources to educate teachers in eastern North Carolina. By providing courses at 19 community colleges, one private two-year college, one U.S. Air Force base, and 37 public schools throughout eastern North Carolina, Wachovia Partnership East eases the logistics of earning a degree for students by allowing them to take classes close to their homes. Candidates complete the first two years of a four-year degree at one of the partnering community colleges and complete the second half of the program by taking ECU courses through one of the consortia hub sites.

"Wachovia Partnership East (WPE), through the support it receives from Wachovia/Wells Fargo, exemplifies the ECU College of Education's motto of 'excellence through partnership," said Vivian Covington, ECU College of Education's director of teacher education. "This life-changing support for teacher candidates works to recruit, prepare, and return highly qualified teachers to rural districts in eastern North Carolina."

The Wachovia Wells Fargo Foundation's contribution will provide 46 scholarships to students for the second semester of their final year, 22 \$1,000 stipends to serve as additional support during this semester in which students are not able to work because of their full-time internship, and infrastructure support for the program.

"Time and again we hear from WPE participants that they could not complete their degrees without this financial assistance," Covington said. "This partnership is exemplary because of its intense and immediate impact on rural education. Excellent candidates are provided an opportunity to complete a teacher education degree close to home, part-time at local community college, and then they remain in eastern NC to provide children with a quality education."

Since the program's inception in 2002, more than 250 students have earned degrees through Wachovia Partnership East.



Jennifer Blair is a 2005 graduate of the first Coastal Elementary I cohort in East Carolina University's Wachovia Partnership East.

The Wachovia Wells Fargo Foundation has funded 177 of those students.

"Our students tell us that the generosity of the foundation has made their dreams of becoming teachers a reality," said Laura Bilbro-Berry, lead coordinator for Wachovia Partnership East. "The continued financial support is a testimony to the Wachovia/Wells Fargo commitment to filling classrooms with quality professionals. Wachovia Partnership East was founded on the premise that partnerships make a difference. The College of Education partnership with Wachovia/Wells Fargo has a proven track record that impacts children throughout the region."

Through Wachovia Partnership East, students can earn a Bachelor of Science degree in elementary education, grades K-6 with K-12 licensure, a B.S. degree in special education, general curriculum with K-12, and a B.S. in middle grades education, grades 6-9. Eighty-two percent of the graduates of the program that received funding from the Wachovia Wells Fargo Foundation are teaching in North Carolina, and 96 percent of those graduates are teaching in eastern North Carolina.

Contributions like this one from the Wachovia Wells Fargo Foundation have helped raise more than \$170 million toward ECU's ambitious goal of \$200 million for its Second Century Campaign.

"The Second Century Campaign supports all aspects of East Carolina University, from academics to athletics to faculty support and facility support," said Mickey Dowdy, vice chancellor for university advancement, "and we are grateful for the Wachovia Wells Fargo Foundation's annual support. Continued contributions such as theirs are vital to our ability to provide programs such as Wachovia Partnership East that have a sustained, tangible effect on the University and the citizens of eastern North Carolina."

For more information about how you can support the Second Century Campaign, please visit www.ecu.edu/devt or call 252-328-9550.

## A PIRATE REMEMBERS

# Marvin Baugh '55

## Marvin Baugh loves East Carolina.

From the moment he stepped onto campus in 1953, he knew that it was the school for him. As it happens, though, East Carolina is not where Baugh began his college education.

One of nine children that grew up in Warrenton, NC, Baugh was recruited to play baseball at Louisburg College from John Graham High School in 1951. Since Louisburg is a two-year college, Baugh knew he would have to transfer his junior year and thought he would attend Wake Forest. But a pretty young lady, and his immediate affection for East Carolina after his first visit, convinced him otherwise. It was a decision that would set the course of his life.

"East Carolina is hallowed ground," remarked Baugh. "My time there was a terrific and memorable experience."

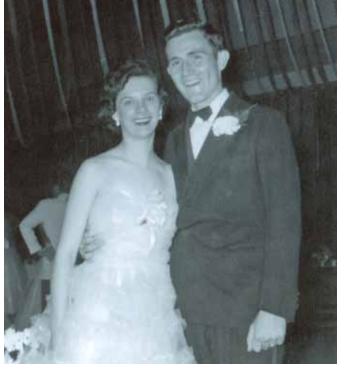
Many from Baugh's generation would say the same—their lives having been significantly impacted by their East Carolina experience. "When I first got there, I lived off campus in a garage apartment with three other students because there were no rooms available in the dormitories. It was very crowded, so after a few weeks I went to Dean Prewitt and asked if there was any possibility that I might be able to get a room on campus. He pulled out a list and ran his finger down it and found that there was one student that had not shown up. The dean asked me if I would like to live in Ragsdale Hall. I said 'yes' and he asked me when I could move. I said, 'how about today?' I lived with Ken Royal '57 for the next two years."

The campus soda shop was a popular hang out for many students during the 1950s. Baugh and Charlie Harrell '55 were lucky enough to be the only two men who worked there, which turned out to be advantageous. Baugh was a bit of a bookworm and sort of shy in college, so working at the soda shop helped him come out of his shell. He met many of the 2,800 students attending East Carolina while working at the soda shop, and it also provided the experience that would change his life—meeting his wife Mary Jo Outland '55.

"I was in awe the night I met Mary Jo. This young lady walked in and she just blew me away. I thought, 'that's the girl I have got to meet.' I was able to talk with her briefly. She was fairly shy and when she left I asked a friend that worked at the soda shop with me if she knew the girl walking out the door. She looked at the door and said, 'oh, sure, I know her, that's Mary Jo. She lives right down the hall from me. Would you like me to get a date with her for you?' It was unbelievable! I said, 'oh, you can't do that.' And she replied, 'well, let me try.' Sure enough, a few days later she told me that I had a date with Mary Jo on Sunday night at 7:00 p.m. in the parlor of Jarvis Hall."

And wouldn't you know, Mary Jo stood him up! But it wasn't intentionally. "I was at Jarvis at seven o'clock for the date of my life and she wasn't there," said Baugh. "She had gone home for the weekend and it turned out that her ride was late in returning to campus. So I called her later that night and she allowed me to come over and talk with her in the parlor. That's how we first got to know each other."

Mary Jo was dating a sailor when she met Baugh, but was so smitten with him that she quickly broke up with the sailor and she and Baugh began going steady.





At left, Baugh with his wife Mary Jo. At right, Baugh at Fort Jackson, SC.

Once they were an item, they both stayed on campus over weekends in order to go on dates. They attended movies, went to football games, enjoyed the many school dances, and dressed up to go to campus concerts. The two became inseparable and shared many experiences together.

"One of our most vivid memories of our time on campus is Homecoming weekend in 1954. That's when Hurricane Hazel struck. The hurricane blew through about midday on Friday and I'll never forget watching the wind uproot maple trees in front of Flanagan. The storm was gone by about 6:00 p.m. and Mary Jo and I drove around Greenville to survey the damage. Despite everything, the Homecoming activities still happened on time that weekend," said Baugh.

East Carolina is where their relationship blossomed. The coupled was engaged in 1955 and married in 1957. By this time, the two were well on their way to making careers for themselves, Mary Jo as a teacher and Marvin working in accounting. "I love accounting, but one thing I learned about myself while at East Carolina is that I am not a "green shade" accountant. I like being around people too much," remarked Baugh.

After graduation, Baugh worked in New Bern, NC as a field auditor for the N.C. Department of Revenue, then worked at Seymour Johnson Air Force Base in Goldsboro, NC as a supervisory accountant. In 1960 he took a position at Burlington Industries in Greensboro, NC as an internal auditor. "When I started at Burlington, the company had just hit \$1 billion in sales. It was one of the top 100 Fortune 500 companies in the country," said Baugh. He would stay in the textiles industry until he retired in 1997, but changed jobs a few times over the 37-year period. He was controller for Schottland Mills in Rocky Mount, NC, manager of internal auditing and division controller for Texfi Industries in Greensboro, and then got back on with Burlington Industries in their real estate department where he would stay for 25 years.

"When I went back to Burlington Industries there were 87,000 employees at 165 textile mills," remembered Baugh. "Eventually the company consolidated to less than 65 plants and I directed the sale of more than 100 plants in my last 20 years there, generating more than \$350 million in cash for the company. In 1987 we were threatened by a hostile takeover from a company in Canada, but were able to avoid it by having employees of Burlington buy the majority of the company's stock. That move gave many of us a really nice profitsharing retirement plan."

During his working years, Baugh also found time to serve his country. In 1950, while still in high school, Baugh had signed up with the North Carolina National Guard. In 1956 he was commissioned as a second lieutenant and was a field artillery officer for the

Greenville, New Bern, and High Point areas. In 1971 he was promoted to major in the U.S. Army Reserves and in 1984 retired as a lieutenant colonel from the Army Corps of Engineers. He also taught accounting and business math at Guilford Tech from 1973-1983. The Baughs also added to their family with their children David and Leslie Anne.

It's no wonder that Baugh was disconnected from East Carolina during most of his working years, except for an occasional away football game. In 2005 he and Mary Jo came back to campus to celebrate their 50th class reunion and Baugh wished he had not let so many years pass before coming back. "We had a wonderful time at that reunion. It was such a tremendous reconnect with East Carolina for both Mary Jo and me. We realized what we had been missing all those years," said Baugh.

Since their 50th reunion, both Marvin and Mary Jo have remained involved with East Carolina and the Alumni Association. They attend a number of events each year and provide financial support to many University endowments and scholarships, including a newly established Alumni Association scholarship that will be named in honor of Mary Jo. "Every year at alumni events we meet new people or reconnect with old friends. We wouldn't trade our experiences with East Carolina for anything in the world."

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After years of being away from the East and East Carolina University, new Head Football Coach Ruffin McNeill '80 and his wife Erlene '79 have finally made it back home. "This is a destination job for me, it's not work, it's what I want to do," commented Coach Ruff, as he is affectionately known, "I'm not leaving East Carolina until they haul me away."

It is Coach Ruff's appreciation for his alma mater, his nose-to-the-grindstone determination, and his passion for Pirates football that helped him secure his new post. "It is an honor and a privilege for me to be in this position and I see it as a huge responsibility. I want to be an ambassador for East Carolina and for eastern North Carolina. I take it very seriously," he said.

Coach Ruff has made a career out of coaching young men, and it all started at home in Lumberton, NC with his teacher-parents Bonnie and Ruffin. "The priorities in my house were church, education, and athletics—in that order. My dad coached basketball and football; my brother Reginald '83 and I played football, basketball, baseball, and ran track. Despite our athletic success, doing well academically was always stressed."

Ruff's football prowess was noticed by a number of colleges and he was actively recruited. But it was a visit from thencoach Pat Dye that won he and his family over to ECU. "Coach Dye noticed the praying hands picture that was on the wall in our house and he commented that he 'felt right at home.' My mother was busy preparing the meal and Coach asked,

'are those collards I smell Mrs. McNeill? They smell delicious.' Coach went into the kitchen with my mom and when he came back out I was going to ECU. It was really a no brainer for me. Between Coach Dye, the team, the school, and the city of Greenville, I knew East Carolina was where I belonged. Attending East Carolina was the best decision I ever made and it was an honor to play for someone like him."

On the field, Ruff stood out as a freshman and quickly earned his way up from 7th string to 3rd string as a strong safety. He started as a sophomore, junior, and senior. "My favorite memories from playing football at ECU are the Southern Conference Championship in 1976, the Independence Bowl in 1978, the camaraderie with my teammates and playing for Coach Dye, and the tackle I made that won our game against N.C. State."

It was the strong bonds Ruff formed with his teammates, guys like Reggie Pinkney '77 and Cary Godette '77, that kept him on track. "Some of the older players were real leaders and I looked up to them. We did things as a team and we had fun, but the older guys steered us in the right direction to make sure our academics were in order. We were all close with our coaches, too, and they wanted us to succeed on and off the field. Those relationships were priceless."

Lessons learned from his father and on ECU's field influenced Coach Ruff's decision to become a teacher and coach. "Make sure your team is in better condition than the other team. Make sure your team is fundamentally sound. Emphasize that it's not what you do; it's how you do what you do that matters. I've only known gyms or field houses all my life. I love athletics, working with kids, and teaching," said Coach Ruff. "To me, teaching is coaching and coaching is teaching, so it was an easy decision to do both."

After graduation, Coach Ruff returned to Lumberton to teach special education and easily fell into a coaching position as well. He furthered his own education with a master's in counseling from Clemson University and was able to teach classes here and there after he began coaching at the collegiate level.

It was during those early years of teaching that Coach Ruff met Erlene Wright, the future Mrs. McNeill—but it wasn't when they were both students at ECU, it was on a sunny day at a pool. "I had just started working as a rehabilitation counselor in Lumberton and Ruffin was coaching at Lumberton High School. I lived at a restored apartment complex that had a pool. My cousin and I were lounging around the pool and a friend of



McNeill during his football player days at ECU.

ours, Donald Leech, who lived a couple of doors down from Ruffin, brought him over that afternoon. I just thought [Ruffin] was the best looking thing! I was kind of shy and I thought 'oh, he's probably looking at my cousin,' but then shortly after we met he called me and the rest is history," recalled Erlene.

Growing up, Erlene was less than 40 miles from Ruff in a town near Whiteville, NC called Hallsboro. Her father Cleophis was a minister and her mother Swannie stayed home with she and her eight brothers and sisters. Later in life her mother went back to school and received an associate's degree and then received teacher certification in early childhood education and reading. "Education has always been something my family encouraged. My dad would say, 'Get your education because that's something no one can take away from you.' All of my siblings and I were able to attend college.

Education is a common bond for Coach Ruff and Erlene. She was known in her family as the "serious, studious one," and was encouraged by her parents and teachers to further her education. Like Ruff, she too earned her undergraduate degree in education, and then received a master's in rehabilitation counseling from East Carolina.

"Having worked for two years before coming to ECU, I was in that driven mode. School was great for me. I was influenced by a few faculty members who really made me want to learn my profession." In her career, Erlene has been a rehabilitation counselor, college counselor and instructor, advised Pan-Hellenic, worked with athletics, was a supervisor for rehabilitation studies interns, a student advisor, worked with a learning assistance program, and worked in private practice as a rehab counselor with veterans—all positions she was able to secure in order to move with Coach Ruff as he advanced in his own career.

Despite frequent relocations, Erlene and Ruff have always focused on their family unit. "No matter where we are, it's important to keep our home life stable," said Erlene. Their daughters Olivia and Renata, although grown, know they always have a home to return to—no matter where it is geographically.

The McNeill's also provide a home-away-from-home for their football players,

#### **Coach Ruff's Road Home**

1980-84 Lumberton (N.C.) High School Assistant Coach/Defense

1985-86 Clemson University Graduate Assistant/Linebackers

1987 Austin Peay State University Linebackers Coach

1988 University of North Alabama Linebackers Coach

**1989-91** Appalachian State University *Linebackers Coach* 

1992 East Carolina University
Defensive Line Coach

**1993-96** Appalachian State University Defensive Coordinator

1996 Miami Dolphins Summer Internship

1997 University of Nevada, Las Vegas Defensive Coordinator

1998 University of Nevada, Las Vegas Assistant Head Coach/Defensive Coordinator

1999 Fresno State Defensive Line Coach

2000-2002 Texas Tech University Linebackers Coach

2003-2006 Texas Tech University
Assistant Head Coach/Special Teams Coordinator/
Defensive Tackles Coach

2007 Texas Tech University
Assistant Head Coach/Interim Defensive
Coordinator/Defensive Tackles Coach

2010 East Carolina University

2008-2009 Texas Tech University
Assistant Head Coach/Defensive Coordinator



making sure each feels part of the family. "We love 'em up," said Coach Ruff.
"The best part about coaching is being around the players, mentoring them to be responsible young men and good role models." The players are also welcome in the McNeill's home. Erlene often cooks meals for them and her signature sweet potato pie is always on the menu.

Sharing their life with the players is another way for Coach Ruff to stress his three pillars of coaching: trust between players and coaches, commitment, and caring. "A coach's role is to teach and demand. A player's job is to prepare and perform," commented Ruff.

Both Coach Ruff and Erlene are expecting a lot out of this season. "I'm the typical coach's wife," said Erlene. "I'm going to be nervous." She is excited about watching her husband as the head coach. He, on the other hand, is looking forward to the fan frenzy. "I know what it was like when I was a player here and I know it's going to be even better now. I'm looking forward to the support of the Pirate Nation."

"I can't tell you how grateful we are for this opportunity and I have to thank Coach Holland for taking a chance on my husband," said Erlene. "I'm so happy this has happened for Ruffin."

So is the Pirate Nation. Welcome home, Coach Ruff and Erlene!



Coach Ruff meets with the team following the Spring Game.





# Pirate Alumni Make Their Mark







Adina Simmons Class of 2009

Josh Cooper Class of 2007

Judi Wooten Class of 1984

ARAMARK provides award-winning food and support services at over 400 learning institutions. At East Carolina University, ARAMARK offers 16 uniquely different dining locations. Operational success is dependent on a team of over 450 employees, including 35 managers. A career with ARAMARK provides an opportunity for alumni to be a part of a Higher Education team that has the ability to positively impact the student experience.

Visit www.aramark.com to explore career opportunities at your alma mater.

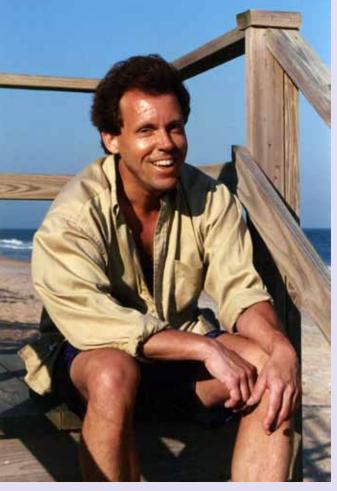






## Gems of Art to Share

Artist W. Carl Ealy '76 took a risk to pursue his dream and is now a leading producer in the art card industry



How does a business graduate become a master of American impressionism? By taking more calculated risks and chances than many take in a lifetime, and by trusting his instincts to share one big talent on a small  $5 \times 7$  card. W. Carl Ealy '76 is a perfect example of how God-given talent and a lot of persistence can pay off.

Regarded as one of the most celebrated nature artists in the country, Ealy was guided in the fine arts by his father Thomas C. Ealy who was an artist and art teacher. Growing up in Charlotte, NC, Ealy was surrounded by art, including his mother Garnice Knight Ealy's sophistication and flair as an interior designer. Annual summer trips to his family's beach cottage in Topsail Island, near Wilmington, NC, inspired Ealy to paint sailboats and ships, birds, animals, and seascapes—an early start to perfecting his contemporary, bold color combinations.

Ealy enrolled at East Carolina in 1972. Despite his desire to major in art, Ealy choose business at his father's encouragement.

"During the Great Depression, my dad worked his way through school to get an art degree from the University of Michigan, but he insisted I should get a business degree instead of an art degree. Of course, that wasn't the most exciting thing for me at the time, but as the years went on that business degree became incredibly valuable and I wouldn't be able to have a successful business without it," said Ealy.

"ECU afforded me many opportunities to stay involved with art, including visiting the art school and hanging out with lots of art students here and there. In the business school, I tended to gravitate toward advertising classes because they usually involved art and how to incorporate art into business. My advertising professor had been a big ad exec in Chicago and we did wonderful projects in his classes, like TV commercials. Those are some of my favorite memories of my time at East Carolina," remembered Ealy. It was after college that Ealy began to paint more and more as he turned to art as a possible career, beyond that of a hobby, finding renewed inspiration in nature.

As many artists do, Ealy traveled Europe to hone his craft. He spent time in Nice, France, studied art history at the Louvre in Paris, and sketched Europe's picturesque countryside. His free style of impressionism and masterful use of color is often compared to European masters like Claude Monet and American artist Georgia O'Keefe. "It's a blessing to be able to paint despite many distractions with the business," said Ealy. "I love the outdoors and nature, and that's what my art focuses on."

Ealy works primarily in watercolor, but uses oil on occasion. Although he paints cityscapes and beach scenes, he is best known for his single-subject paintings, such as dragonflies, butterflies, and frogs, along with sea turtles, beach birds, and solitary flowers. "If I can see it, I can paint it." Ealy often works in miniature and has even reproduced his floral miniatures in a limited, framed series for 1,200 Target stores. He was commissioned by the Kennedy Center for the Performing Arts in Washington, DC to paint ballet and opera, as well as the Center itself in all four seasons. The National Historic Preservation Trust even asked Ealy to paint a number of national historic landmarks, including Decatur House on Layette Park in front of the White House, but his work is best known on Pathway Art Cards.



"Before Philip Martz, my business partner, and I founded this company in early 1995, I would create small works of art on card-size for friends, and also donated them as invitations for local charities and fund-raising events. Once I decided to go commercial, I started painting primarily cards with coastal scenes for one Topsail Island retailer—who did not do well with the cards and was convinced that I had no talent for making cards. That was about the same time that Barnes & Noble asked me to create I6 cards for their newest bookstore in Charlotte. Several hundred cards sold so quickly, within weeks, that I was soon convinced I could go much broader, and more quickly than I initially thought.

"It was then that I took a bigger chance, in hindsight, and traveled at Philip's advice to Washington, DC to find and open new stores in and around the Washington metropolitan area. To my surprise, I sold 8,000 cards on the first order (2,000 cards of 4 designs) to the Kennedy Center for the Performing Art in 1995. Soon thereafter, we began selling hundreds of cards monthly at Host Marriott airport shops, thanks to Teddy Hawkins, a brave gift shop manager, who took a big chance to put us in the Raleigh-Durham International Airport; from there we took flight like the Wright Brothers, and never came back to earth again, except to refuel occasionally and get our bearings.

"But over the years we've listened carefully to both our customers and our retailers, and evolved to the point where I now focus the card art on close-up paintings of birds, flowers, and winged creatures—those are the pieces that our loyal customer base, as well as new card buyers love to buy and always seem to sell through," said Ealy.

Pathway Art Cards are sold nationwide, primarily in exclusive boutiques, museum shops, resorts, and botanical gardens. The Whitney Museum of Art's Store Next Door, the New York Botanical Garden, the Palm Springs Art Museum, and the Plaza Hotel are just a few revered cultural institutions that carried Pathway Art Cards early on. But success for Ealy's art didn't come as easily as it might appear on the card's surface.

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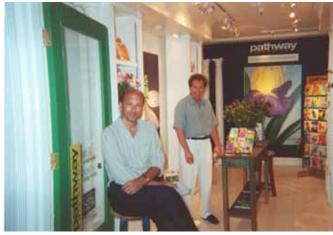
Ealy outside the prestigious Whitney Museum of American Art in New

"My family had a Charlotte real estate company and that's where I worked after college for a number of years, but I felt a growing sense of urgency, if not compelled to do something with my art talents, that could be bought and shared by the public. With encouragement from family and friends, along with some skeptics and naysayers, I took an even bigger financial risk and launched myself as a card artist, before I knew I had wings strong enough to carry me.

"Then I persuaded Philip, who had apprehensions and a young family, including three children, that the combination of his evocative poetry and my paintings would make the art more meaningful to both card buyers and recipients. We had a tough go of it in the beginning, including selling our cards to retailers who had never carried cards, and competing head-to-head with older, well-established national card companies across the country.

"When you hear 'NO' from a retailer, it usually means 'not today,' especially if you believe in the power and beauty of your art to sell itself, which has been a great blessing. I have several suggestions for artists: Don't be afraid to take repeated chances, change what you're doing to get different results, and be committed to improving one's art. Most important, don't be afraid to overcome repeated rejections from those who will tell you it can't be done," said Ealy.

Working with the Kennedy Center gift shop was Pathway Art Cards' first big break, as well as opening numerous stores around Washington, DC. Ealy and Martz were then able to get approved as a local interest sideline in 25+ Borders Books & Music stores. Unfortunately, when they were opening four new Borders stores in Texas, the national card and stationary buyer called from Ann Arbor to say that "all card buying would from now on be made in-house or corporately," in spite of record card sales in Borders. Still, the art cards became a sought after commodity among letter writers, card senders, and art lovers. Pathway Art Cards have been carried and promoted in Neiman Marcus' Horchow Catalog, Lowe's, Plow & Hearth, and Macy's West in both California and Hawaii, among other national chains.



Ealy with his business partner Philip Martz at the Pathway Art Cards showroom in Chicago.

Despite his success as an artist and high-profile clients, Ealy is warm, generous, approachable, and full of southern charm. He loves to regale his fans and any listeners with long-forgotten lore and enough fascinating stories about retail to fill a book. He frequently visits the stores that carry Pathway's cards to do signings and meet with card-buying customers. "I love to have a good time in the stores with both our buyers and customers. My favorite thing about being an artist is still the love and appreciation that I get from our customers; it means so much to me to know one card design using my art positively effects others, over and over again in thousands of personalized

"After 9-11, we still had two full-time showrooms in Atlanta's AmericasMart. One afternoon as I was sitting by myself in an empty showroom and feeling sorry for myself because there wasn't even a soul in the hallway, two older ladies suddenly appeared in the doorway, like guardian angels, and told me how much they loved my art and work on cards. They described how they routinely buy our cards from stores around Atlanta and frame them to take to cancer patients at several local hospitals. It was an incredible moment that opened my eyes and helped sharpen my focus and commitment into a passion—to play a role to serve the great good in humanity—in the midst of adversity and setbacks to both our great country and retail, specifically," recalled Ealy.

During the late 1990's Pathway Art Cards enjoyed significant success and was able to open five permanent showrooms in Atlanta, Chicago, New York, and Los Angeles for large urban retailers. After retail at every level took a sustained hit following 9-11, Ealy and Martz had to make some tough decisions—to effectively change how they did business, primarily at market, and to keep growing by focusing on old-fashioned, hands-on service, to the point of approving most locations where their cards are sold.

Having spent many years traveling between East and West coasts, Ealy and Martz refocused the business on Southern states and the Mid-Atlantic region, with the exception of some of their larger urban markets. The company's focus changed from growing piecemeal into every big city nationally, to building greater market share and a comprehensive base in every area where cards are bought—especially in the South, where people are warm, hospitable, and civil by any measurable standard. "Here in the Carolinas, for example, most people are very friendly and relaxed; our whole way of doing business is more gracious. It's still a place where people who appreciate the finer things in life live at their own pace and try to think more highly of others than themselves. I wouldn't trade all our card buyers and retailers for the world," said Ealy.

Sending Pathway Art Cards is a southern tradition and rite of passage for passionate card buyers, including those who typically rely on e-mail. Ealy's recognizable art is widely beloved and treasured by both prominent collectors and art lovers alike—especially those who regularly share the gift of beautiful art and poetry with friends and family.



BIRds of a Feather

Fortune favors the Long view, the Long-neck bird who sticks her neck out for best effect; appearances being too often deceiving. It's true birds of a feather flock together, as if to conceal each other's true identity. Still, a fortunate few fan the air with a rubber-neck view of claiming the highest branch. Tip-toeing around dilemmas, rather than wading knee-deep in criticism hard to hear, a toxic by-product of Life's muck and mire; better to have a Long-neck perspective, alive to every possibility. Sure of blue skies overhead, where the sun is always shining and visible to the eye

From the Collected Poems of Philip Martz





Ealy used his trademark bright, bold color scheme on this flamingo birthday card. The back features a poem by Ealy's business partner Philip Martz, which leaves plenty of room for a personal message inside the card.



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## **ECU alumni can help ECU students** get H.I.R.E.D

The ECU Career Center partners with business professionals throughout the region each semester in the nationally recognized HIRED (Help Individuals Reach Employment Destinations) program to help ECU students develop and practice professional interview skills before they enter the market place. Thousands of students participate in HIRED each year and the overwhelming majority enthuse, "It was an amazing experience; it made me feel much more prepared; it should be a graduation requirement."

The key to the program's success is involving retired or active professionals to participate as volunteer interviewers. Who could better serve in this role than successful ECU alumni?

Please consider helping ECU students in their transition from student to professional by joining the volunteer HIRED team. In addition to helping ECU students, participants

- Raise awareness of their company in the ECU community (27,000 students, 5,000 faculty and staff)
- Meet potential candidates for positions in their company (up to 1,300 students per year)
- Expand professional networks

Sound interesting? All it takes is a few hours one day and you can select as few or many days per semester that fit your schedule.

For more information or to volunteer, please contact Carol Ogus Woodruff at the ECU Career Center at woodruffc@ecu.edu or 252-328-6050.

Help Individuals Reach Employment Destinations

## **ALLIED HEALTH SCIENCES**

#### Scholarship awarded to three students

Scholarships were awarded to three students in the Department of Clinical Laboratory Science in April 2010.

Joshua Pruiett, a rising senior, was awarded the W. James and Susan T. Smith Scholarship.

This scholarship recognizes more than 30 years of academic contribution to ECU by Dr. Susan T. Smith, professor emerita and former chair of clinical laboratory science, and her late husband Dr. W. James Smith, who taught cell biology and biochemistry in the ECU Department of Biology from 1966 until 1999.

Susan Smith is a clinical laboratory scientist and biochemist who taught clinical chemistry, immunology and serology, and laboratory information systems at ECU from 1972 until 2001.

Smith said the scholarship is intended to keep the memories of the faculty members alive and help a student through the summer of classes before the clinical year for prestigious Duke Energy begins.

Yolanda Wooten and Jeanette McDaniel, both rising seniors, were recipients of the first Mary Beth Whitfield Scholarship.

The Whitfield scholarship was established by colleagues at Pitt County Memorial Hospital in memory of Mary Beth who received her degree from ECU in 1988 in by the ECU Excels the CLS program. She worked in Laboratory Information Systems in the Pathology Department of PCMH for 23 years. She died suddenly in December 2009.



Left to right - Foster Lee '89 assistant manager of the clinical support department in the clinical lab at PCMH, Yolanda Wooten, CLS student and winner of the Whitfield Memorial scholarship, Jeanette McDaniel, CLS student and winner of the Whitfield Memorial scholarship, Vicki Radford, LIS/Outreach Manager in the clinical laboratory

The criteria for both scholarships include academic performance, financial need, an interest in the clinical chemistry department of the laboratory, and a record of community service.



Left to right, Kathleen Schulman, acting department chair of clinical laboratory science, Joshua Pruiett, CLS student and winner of the W. James and Susan T. Smith scholarship, Dr. Susan Smith, retired faculty and founding chair of the department of clinical laboratory science.

## ARTS & **SCIENCES**

## **ECU rising sophomore** chemistry major selected internship

One of Harriot College's outstanding sophomore rising chemistry majors, recently honored program, has received a competitive summer internship from Duke Energy Corporation. Lincolnton native,



Chadwick "Chad"

Chadwick "Chad" Spence has been selected for the prestigious position of Summer Intern at Duke Energy Corporation's Analytical Laboratory in Huntersville.

"I feel overjoyed with this internship," exclaimed Spence.

James Collins, Spence's CHEM 1160 instructor, said, "I am star-struck when I speak of this young man. He is certainly very deserving of this prestigious opportunity and has such a great attitude as well."

While interning at Duke Energy, Spence will participate in hands-on chemistry in a dynamic, fast-paced industrial laboratory environment. He will work directly with scientists in the fields of environmental

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chemistry, nuclear and fossil station chemistry, and clean water analytical services, and he will perform laboratory analyses tion." utilizing high-tech instrumentation.

"I am sure Chad will impress the folks at Duke Energy this summer as much as he has impressed us here at ECU," said Allison Danell, chemistry professor and chair of the undergraduate program committee.

The qualification process for the internship with Duke Energy is thorough. Along with the application, Spence was required to submit a detailed resume and cover letter and undergo a rigorous interview relating his chemistry abilities and experiences.

"Our standards are set high to secure the most promising, most likely to achieve with high personal potential and quality standards, and well-rounded student for our Summer Intern Program," said Troy Whisenant, supervising scientist at Duke Energy's Analytical Laboratory. "Chad Spence met the challenge and did an outstanding job. East Carolina University is to be commended for such outstanding students as Chad Spence."

Spence is a member of the National Society of Collegiate Scholars and is on the ECU Chancellor's list. He is a member of ECU's Chemistry Club, German Club, and the Pirate Tutoring Center, and he is an active participant of Immanuel Baptist Church in Greenville. Currently, Spence is working on his bachelor of arts in chemistry with a minor in German.

## **ECU** celebrates opening of Center for Diversity and **Inequality Research**

This spring, the East Carolina University Center for Diversity and Inequality Research celebrated its opening by honoring the work and commitment of Jesse R. Peel, a 2009 Honorary Alumni Award recipient and a community health activist who is committed to faith-based support of the homeless who are HIV positive.

On April 15, the CDIR, housed in the Thomas Harriot College of Arts and Sciences, welcomed to campus a nationally renowned researcher on health disparities. David R. Williams, the Florence Sprague Norman and Laura Smart Norman Professor of Public Health and professor of African and African American Studies at Harvard University, commemorated the opening celebration of the CDIR in a free,

public presentation about "Social Inequities in Health: Patterns, Causes, Interven-

Williams is an internationally recognized authority on social influences on health and the author of more than 150 The legendary director and producer Hal scholarly papers in scientific journals. His research focuses on trends and determinants of socioeconomic and racial disparities in called him the next day. health, the effects of racism on health and the ways in which religious involvement can it was one of my buddies kidding around affect health.

diversity and equality on the University for "Kiss of the Spider Woman," which campus and throughout the community, ran for 905 performances and won a Tony region, and nation. The University's motto, Award for best musical in 1993. Servire, meaning "to serve," exemplifies this

CDIR seeks to directly serve those ECU constituents who have been historically under represented," said Lee Maril, director of the CDIR. Therefore, the goals of the CDIR are to provide fundamental and applied research and education on social diversity and inequality, and to develop reer of Michael Rummage, a senior design public policy and advocacy for those his- and production major. Binkley and School torically underserved.

## FINE ARTS & COMMUNICATION

#### When opportunity knocks...

Prince saw Howell Binkley's '77 lighting design in an off-Broadway production and

"He said, 'I want to meet you.' I thought with me," Binkley says. The conversation ECU is committed to supporting social led to hiring Binkley as lighting designer

"'Kiss' was a big turning point in my career," Binkley says. Since then, he's served "It is through this example that the as lighting designer on 31 shows, including "Steel Magnolias" and "Minnelli on Minnelli," Binkley has five shows running on Broadway now, including "Jersey Boys," for which he won a 2006 Tony Award.

Later this summer, Howell Binkley will provide a big turning point in the future caof Theatre and Dance Director John Shea-



Howell Binkley and Michael Brummage converse on the set of "Play it Again, Sam" in McGinnis Theater.

experience that will immerse Rummage in this a long time," Binkley says. "It's some- you don't have those, you're screwed." thing I wanted to do to give back to the Michael is quite wonderful."

margin over other students graduating from musical "Brigadoon," and "Dance 2011." similar programs," Shearin says.

Binkley will fly Rummage to New York City for a week in August. "He's going to see "West Side Story" three times, and see my seven other shows in New York. I Ann Hughes named 2009 thought it would be good for he and I to have a week together," Binkley explains. "I'm very family with the people I work with, that's important to me.

Rummage will then spend four weeks in Detroit with the first national tour of "West Side Story," serving as the second associate. "The assistant to the assistant lighting designer," Rummage explains.

"He's going to learn how tours are set up, how they get mounted and how they go in the trucks," Binkley says. When "West Side Story" departs Detroit, Rummage will return to New York to help light a new production in the Circle in the Square Theatre. Ann Hughes

Rummage is a non-traditional student. the Santa Fe Opera for a stint, and credits his communication skills to management jobs at Target and Chick-Fil-A. "I've always loved customer service, it intrigues me," he mainstage production, Woody Allen's "Play special needs. it Again, Sam."

"Some people think that figuring out where the lights go is the hard part, but color is. It really sets the mood. You have to know the show inside and out to make a color decision," Rummage says. "It's a very rewarding process when you get it right."

"Michael has the opportunity to take part in the process with one of the world's Shearin. "It's an incredible opportunity for the profession."

There's one thing my dad taught me: better be on top of your game the first and multiple honors. In 1987 she was hon-

rin have crafted an unparalleled internship every time you walk in," Binkley says. "He ored as "Teacher of the Year" at Brinson was right—totally right. One thing that I national touring and Broadway lighting can help [Rummage] develop is adequate experiences. "John and I have talked about and proper people skills in the theatre. If

While Rummage is off campus, Binkley school. I think what we're going to offer will teach a selected topics class at East Carolina, as well as light three performanc-"The experience will elevate [Rum- es in the ECU/Loessin Playhouse: Tennesmage's] visibility and credibility by quite a see William's "Orpheus Descending," the

## HEALTH & **HUMAN PERFORMANCE**

## **National Adapted Physical Education Teacher of the Year**



Ann Hughes '85, '93, a two-time graduate of the College of Health and Human Performance at East Carolina University, was recently honored as the 2009 National Adapted Physical Education Teacher of the Year by Alliance for Athletics,

He was the assistant master electrician at Health. Physical Education, Recreation and Dance (AAHPERD).

This award is reflective of Ann's outstanding qualities as a professional physical educator and her creativity in finding ways says. At East Carolina, he was given the rare to adapt physical activities and encourage opportunity to design the lighting for a inclusive opportunities for students with

In her role as an adapted physical education specialist with New Hanover County Schools for the past three years, Ann developed an integrated system, which allows students, regardless of their disability, to access the North Carolina Healthful Living Curriculum. She has worked collaboratively to develop an online resource for teachers to learn about adapted physical education. highest-regarded lighting designers," says Hughes provides service to her profession through leadership and trainings and is a a student to learn at the highest levels of positive role model for other professionals in physical education.

Ann received a BS in physical education You just remember, you walk in that stage and a MAEd in adapted physical educadoor and you do your gig and you leave, tion. During her teaching career that spans and you know that you're going back, so you more than 20 years, Hughes has received

Memorial Elementary School in New Bern and again in 2005 at the Metro School in Charlotte. In 1994 she received the Julian Stein Spirit Award from the "A Total Commitment Conference" in Greensboro, NC and in 1997 the Association of Retarded Citizens of Guilford County (NC) named her "Professional of the Year."

Hughes is a nationally certified adapted aquatics instructor who has served as a clinician in Alaska, North Carolina, New York, and Vermont.

### **Former National Park Service Director delivers keynote**

Fran P. Mainella, first woman to lead the National Park Service, delivered the public lecture, "Nature Deficit Disorder and Its Implications on Human Well-Being," dur-



Fran P. Mainella

ing the College of Health and Human Performance's Ralph Steele Lecture Series. A crowd of nearly 300 people gathered in the Murphy Center at East Carolina University on January 28, 2010 to hear Mainella speak pas-

sionately about the

need to reconnect children and adults with nature. She stated, "Free play in young adults and children encourages imagination and decision making skills." Mainella emphasized that studies show outdoor play is an antidote to childhood obesity and results in lower rates of physical and emo-

Appointed by President George W. Bush and confirmed by the senate in 2001, Mainella served as the 16th director of the National Park Service. Prior to her nearly six years as the national director, she served



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Under her leadership, Florida received the in the field of recreation management given jointly by the National Sports Goods Association and the National Recreation and Park Association.

Mainella to East Carolina University as the keynote speaker in the Ralph Steele Lecture Series. Mainella's contributions to the national park system have encouraged active lifestyles through volunteerism and local partnerships. Her influence has brought linkage between active living and the environment," said Dean Glen Gilbert.

This event was in honor of Dr. Ralph H. Steele (1930-2009), who taught at East Carolina University from 1960 to 1990. Steele is considered the "Founding Father" of the Department of Recreation & Leisure Studies. In 1972, he established the first baccalaureate degree in Parks, Recreation, and Conservation at ECU. He served as a teacher, mentor, visionary, and leader to many students, faculty, alumni, and friends of the Department of Recreation & Leisure Studies. Ŝteele made a tremendous impact, directly and indirectly, on the lives of thousands of people.

## IOYNER ĹIBRARY

### **Seventh Eastern North Carolina Literary Homecoming** scheduled for September 17-18, 2010

In 2004, J.Y. Joyner Library and faculty from the Department of English collaborated to host the first Eastern North Carolina Literary Homecoming. The mission is to provide the opportunity for citizens of eastern North Carolina to hear and interact with writers and artists of the region, stimulating conversation between the University community and the citizenry of the surrounding counties.

Now in its seventh year, the Eastern North Carolina Literary Homecoming will offer a host of interactive workshops and panel presentations surrounding the theme "Contrasting Cultural Expressions: Perceptions of Place and Self." Communities are heavily influenced not only by place and historical moments, but also by a com-

the impact of shared values and traditions artists who have been influenced by eastern alumna Margaret O'Connor '71. North Carolina will interact with artists influenced by other regions, exploring cultheir work.

Award for Literary Inspiration to Nancy Olson, the owner of Quail Ridge Books allow for audience members to interact di- eastern North Carolina." rectly with authors to explore issues raised in the sessions and audience members can organizers have planned a few free commeet the authors during book signings. An munity programs leading up to the main author luncheon with novelist Pamela Duncan will be held on Saturday. Additionally, Josephine Humphreys will deliver the key-

twelve years as Florida State Parks director. munity's cultural values. Literature explores note address that afternoon. Other artists include: Michael Malone, Jill McCorkle, Gold Medal Award recognizing excellence on perceptions both of self and of one's Jim Grimsley, Alice Eley Jones, Carole Bosplace in the larger global context. This year, ton Weatherford, Michael White, and ECU

"One of the best parts about being the editor of the North Carolina Literary Re-"We were pleased to welcome Fran tural differences and regional variations in view is that I get to meet my favorite writers at various literary events across the state-The Literary Homecoming will kick but I have to admit, I'm a little partial to off with the presentation of the Roberts this particular event," said Dr. Margaret Bauer, NCLR editor and professor for ECU's Department of English at the 2009 and Music in Raleigh, NC, for her dedi- Literary Homecoming. "On behalf of all cation to promoting and supporting the the readers in this region, all of the people state's writers. On Saturday, panel discus- who appreciate fine literature, a great big sions and small interactive workshops with thank you to all the writers who will visit authors encourage in-depth discussion refor the Literary Homecoming to help us garding process and inspiration. Time will celebrate the literary inspiration that is

> To help folks get in a literary mindset, event. Program details can be found at www.ecu.edu/lithomecoming.



A sampling of the authors and genres that will be part of the Eastern North Carolina Literary Homecoming, September 17-18, 2010.

## **NURSING**

## **College of Nursing Hall of** Fame: fifty inductees for fifty

The ECU College of Nursing recently established a Hall of Fame to recognize the service of highly regarded nurse leaders and clinicians for whom East Carolina alumni and friends are most grateful. The College of lege's Web site. Nursing Hall of Fame provides public recognition for the significant impact nurses have How to Nominate on the advancement of health care through clinical practice, teaching, administration and research. The inaugural induction is scheduled for February 2011 during the celebration of the College's 50th anniversary. The College seeks to induct fifty members to commemo- the \$1,000 gift, to East Carolina Univerrate the 50th anniversary.

ing Hall of Fame will be solicited every year. This unique commemorative opportunity allows the public to recognize and acknowledge nurses. A minimum gift of \$1,000 secures a plaque inscribed with the Honorees who are graduates of ECU's Nursing Advancement Council. College of Nursing will be uniquely identified on the plaque and any nurse honored

with more than a \$1000 gift will have a Gift Categories star placed beside their name. The plaque will be displayed in the College of Nursing. New members of the Hall of Fame will be honored at an annual banquet hosted by the College of Nursing and the ECU Medical and Health Sciences Foundation. Members will also be listed in the annual alumni publication, Pulse, and on the Col-

A nomination form can be found by visiting www.nursing.ecu.edu/hof\_guidelines.htm or you can receive a form by calling Mark Alexander at 252-744-2238.

Please send nominations, along with sity College of Nursing, 525 Moye Bou-Nominations to the College of Nurs-levard, Greenville, NC 27834, or e-mail to alexanderma@ecu.edu. The monetary gift may be provided by an individual, family, or group. The deadline for nominations is December I each year. Nominations received after the deadline will be held for considname of the honoree and their inclusion eration in the next calendar year. All nomiin the College of Nursing Hall of Fame. nations will be reviewed by the College of

An individual gift of at least \$1,000 ensures a permanent place for the honoree in the Hall of Fame. In addition, this gift enrolls the donor(s) in the ECU Chancellor's Society. An individual may also be honored by a group of people. The total amount of the group gift must be at least

A gift of \$26,000 or more ensures a permanent place for honorees in the Hall of Fame and funds an additional endowed scholarship in the College of Nursing. The College of Nursing Hall of Fame endowment will receive \$1,000 of this gift. This level of giving provides the opportunity to personally name the scholarship.

## What Your Gift Supports

Donations to the College of Nursing Hall of Fame are an important method of creating scholarships for deserving nursing students and all Hall of Fame gifts will go to the College of Nursing Hall of Fame Scholarship fund. The fund will support merit-based scholarships for College of Nursing students. This prestigious scholarship program will attract the best and brightest students to ECU's College of Nursing.

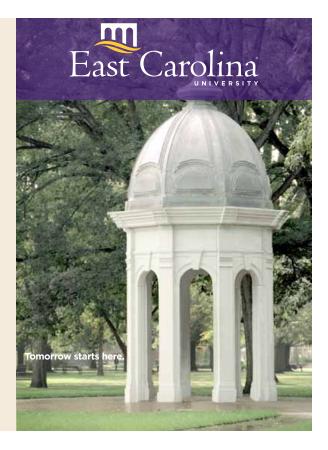
### Leave a perpetual legacy at ECU:

## Avoid two types of taxation with a gift from your IRA, 401(k), and other qualified retirement plans

When you gift a percentage or specific dollar total from your retirement plan to East Carolina University through the East Carolina University Foundation Inc., East Carolina University Medical & Health Sciences Foundation Inc., or the East Carolina University Educational Foundation Inc. (Pirate Club), you can help future students while gaining multiple tax advantages

By utilizing this specific asset, where often the greatest amount of your wealth resides, you can avoid/reduce both income and estate taxation. This asset is among the most difficult to pass to heirs/ beneficiaries based on the fact that it is a deferred tax asset. For these reasons gifting this asset may enable your heirs to avoid income and estate tax while leaving a perpetual legacy at ECU. Best of all this easy process can be done through one simple piece of paperwork (Beneficiary Designation Form) provided by your

For more information about this planned gift or joining the Leo W. Jenkins Society, please contact Greg Abeyounis, assistant vice chancellor for development, at 252-328-9573 or e-mail at abeyounisg@ecu.edu. For examples and more information on planned giving mechanisms, visit our Web site at www.ecu.edu/plannedgiving.



## Earning a Letter Sweater

This article appeared in the student newspaper in 1926 when the college population was predominantly female. Letter sweaters were earned on the following point system.



3 mile hike, 1 point (limit 25 points).

Balance Beam, I point.

Chinning bar 3 times, I point (limit 20 points).

50 yard dash in 7 seconds, 15 points.

Potato Race, 15 points.

Horse Shoe Throw 3 out of 5, I point (limit 20 points).

Basketball Practice I hour, I point (limit 25 points).

Baseball Throw 3 out of 5, I point (limit 25 points).

Basket Ball Goals 9 out of 10, I point (limit 25 points).

Tennis I hour, I point (limit 25 points).

Base Ball 5 innings, I point (limit 25 points).

Original song or yell, 15 points.

Class Team, 15 points.

No coffee or cocoa, I point per week.

Well ventilation in room, I point per week.

No candy between meals, I point per week.

6 glasses water per day, I point per week.

Daily Dozen 15 minutes per day, I point per week.

Cold Bath daily, I point per week.

Brush Teeth 2 per day, I point per week.

Eliminate Waste Daily, I point per week.

Fresh Hose daily, I point per week.

Three meals daily, I point per week.

Regular attendance of meeting, I point per month.

Stay within 5 lbs normal weight, I point per month.

Shampoo 2 per month, I point per month.

450 points are required to get a college letter.

This article can be found in University Archives under citation: "Athletics," Teco Echo, Vol. 1, No. 3, Jan. 30, 1926, p. 6.



This organization receives financial support for allowing Liberty Mutual to offer this auto and home insurance program.

<sup>\*</sup> Discounts are available where state laws and regulations allow, and may vary by state. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Savings figure based on a February 2010 sample of auto policyholder savings when comparing their former premium with those of Liberty Mutual's group auto and home program. Individual premiums and savings will vary. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. © 2010 Liberty Mutual Insurance Company. All rights reserved.



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Jonathan '97 and Liz '01 Ellerbe

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